

ANGEL HSING-CHI HWANG

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EDUCATION

- 2019 - Present **CORNELL UNIVERSITY**
Ph.D. in Communication
Graduate Field: Human-Computer Interaction
Advisor: Dr. Andrea Stevenson Won
Committee: Dr. Susan R. Fussell, Dr. Malte Jung
- 2018 - 2019 **HARVARD UNIVERSITY**
Graduate coursework in neuroscience and psychology
- 2018 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**
Certificate in Human-Computer Interaction for User Experience Design
- 2016 - 2018 **THE UNIVERSITY OF TEXAS AT AUSTIN**
Master's in Advertising and Applied Statistics
Graduate Certificate in Data Analytics and Visualization
Thesis: The Effect of Interactive Music on Consumer Engagement and Behavioral Intention
Advisors: Dr. Jeeyun Oh, Dr. Angeline Close Scheinbaum
- 2012 - 2016 **THE UNIVERSITY OF HONG KONG**
Bachelor of Business Administration
Double major: Marketing + Business, Design & Innovation (BDI)
Visiting programs:
 - University of Illinois at Urbana-Champaign, Psychology
 - University of California, Berkeley, 3D Animation & Film Production
 - Savannah College of Art and Design, Advertising & Graphic Design
 - University of North Texas, Communication Design

RESEARCH INTERESTS

Human-Agent Teamwork
Human-Centered AI
Computer Supported Cooperated Work (CSCW)
AI-Mediated Communication
Creativity and Idea Generation
Algorithmic Curation and Content Diversity
Media Psychology

HONORS AND AWARDS

Data Science Fellowship (1 of the 3 students awarded university-wide) Cornell Center for Social Sciences, Cornell University	2021
Graduate Research Scholarship (Research field: Social sciences; 1 of the 4 students awarded nation-wide) Ministry of Education	2021 – 2023
Anson E. Rowe Award for Promising Graduate Student Cornell University	2021
ACM Human Factors in Computing Systems Best Paper Honorable Mention Association for Computing Machinery	2021
Ada Lovelace Fellowship Nominee Microsoft Research	2020
Graduate Student Grant for Media Studies Cornell University	2020 – 2021
Graduate Teaching & Research Assistantship Cornell University	2019 – Present
Graduate Teaching Fellowship University of Texas at Austin	2017 – 2018
HKU Foundation Scholarship for Outstanding International Students, University of Hong Kong	2013 – 2016
Bachelor of Business Administration First Division Honor University of Hong Kong	2015 – 2016
Scholarship for Summer Study Abroad Program University of Hong Kong	2014
Yu Pang Lin Entrance Scholarships University of Hong Kong	2012

PUBLICATIONS

PEER-REVIEWED CONFERENCE PAPERS AND PROCEEDINGS

(*co-authorship with equal contribution)

Hwang, A. H.-C. & Won, A. S. (forthcoming) Group- and individual-level successes in human-agent teams: From trade-off to win-win. *The 24th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021)*.

Hwang, A. H.-C.*, Wang, C. Y.*, Yang, Y. Y., Won, A. S. (forthcoming) Hide and seek: Choices of virtual backgrounds in video chats and their effects on perception. *The 24th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021)*.

Hwang, A. H.-C., Won, A. S. (2021) IdeaBot: Social Facilitation in Human-Machine Team Creativity. *The ACM 2021 Conference on Human Factors in Computing Systems (CHI 2021)*. [doi.](#)

🏆 *Honorable Mention (< top 5% of all accepted paper)*

Hwang, A. H.-C., Won, A. S. (2021, May) The Virtual Background behind “Me” vs. “Us”: A Cross-Cultural Study of Video-Mediated Communication. *The 71st Annual International Communication Conference (ICA 2021)*.

Ahn, S. J., Eden, A. L., Won, A. S., Hwang, A. H.-C., Lee, J., Guthrie, S. G. (2021, May) The Utility of Embodied Virtual Spaces for Academic Conferences. *The 71st Annual International Communication Conference (ICA 2021)*.

Hwang, A. H.-C., Sun, Y., McKee, C., & Won, A. S. (2020, March). Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Hwang, A. H.-C., Sun, Y., Tamir, N., & Won, A. S. (2020, March). Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Chan, C.*, Hwang, A. H.-C.*, Sun, D., Birkhead, B., & Won, A. S. (2020, March). Minimal Embodiment: Effects of a Portable Version of a Virtual Disembodiment Experience on Fear of Death. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Hwang, A. H.-C. & Oh, J. (2019, February). When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention. *Proceedings of 2019 American Marketing Association Conference (AMA)*.

Hwang, A. H.-C. & Oh, J. (2018, August). Can Interactive Music Drive Your Online Shopping Cart? An Experimental Study of Consumer Engagement and Behavioral Intention. *Proceedings of 2018 American Marketing Association Conference (AMA)*.

PEER-REVIEWED JOURNAL ARTICLES

Oh, J., Lim, H. Y., Hwang, A. H.-C. (2021). How Interactive Storytelling Persuades: The Mediating Role of Website Contingency and Narrative Transportation. *Journal of Broadcasting & Electronic Media*. [doi](#)

Oh, J., Hwang, A. H.-C., Lim, H. Y. (2020). How Interactive Data Visualization and Users’ BMI (Body Mass Index) Influence Obesity Prevention Intentions: The Mediating Effect of Cognitive Absorption. *Health Communication*. [doi](#)

Hwang, A. H.-C., Oh, J., Scheinbaum, A. C. (2020). Interactive music for multisensory e-commerce: The moderating role of online consumer involvement in experiential value, cognitive value, and purchase intention. *Psychology & Marketing*, 1– 26, [doi](#)

Hwang, A. H.-C., & Oh, J. (2020). Interacting with background music engages E-Customers more: The impact of interactive music on consumer perception and behavioral intention. *Journal of Retailing and Consumer Services*, 54, [doi](#).

MANUSCRIPTS UNDER REVIEW OR IN PREPARATION

(*co-authorship with equal contribution)

Herman, L. M.* & Hwang, A. H.-C.* (minor revision). In the Eye of the Beholder: A Viewer-Defined Conception of Online Visual Creativity. *New Media & Society*.

Oh, J. & Hwang, A. H.-C. (revision resubmitted for review). How interactive data visualization enhances the persuasiveness of COVID-19 news stories: The mediating role of fear and the moderating role of political orientation. *Journal of Broadcasting & Electronic Media*.

Hwang, A. H.-C.*, Kim, J.*, Lobo, S. N., Shu, Y., & Won, A. S. (major review). Being there to learn: Narrative style and cross-platform comparison for 360-degree educational videos. *The 24th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021)*.

Hwang, A. H.-C. (under review). Individuality in Human-Centered AI. The 35th Conference on Neural Information Processing Systems (*NeurIPS 2021*).

Hwang, A. H.-C. & Oh, J. (in preparation). Subtle yet Impactful: Interactive Visualizations in COVID-19 News Content Influence Implicit and Explicit Biases toward Asians.

CONFERENCE PRESENTATION

([†] Conference moved online due to COVID-19)

2021 Hwang, A. H.-C. (forthcoming) Hide and seek: Choices of virtual backgrounds in videochats and their effects on perception. The 24th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021) [†].

Hwang, A. H.-C. (forthcoming) Group- and individual-level successes in human-agent teams: From trade-off to win-win. The 24th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021) [†].

Hwang, A. H.-C. (May 2021) IdeaBot: Social Facilitation in Human-Machine Team Creativity. The ACM 2021 Conference on Human Factors in Computing Systems. Yokohama, Japan[†].

Hwang, A. H.-C. (May 2021) The Virtual Background behind “Me” vs. “Us”: A Cross-Cultural Study of Video-Mediated Communication. The 71st Annual International Communication Conference (ICA 2021)[†].

Hwang, A. H.-C. (May 2021) The Utility of Embodied Virtual Spaces for Academic Conferences. The 71st Annual International Communication Conference (ICA 2021)[†].

2020 Hwang, A. H.-C., (March 2020). Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR. 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR). Atlanta, GA[†].

Hwang, A. H.-C., (March 2020). Minimal Embodiment: Effects of a Portable Version of a Virtual Disembodiment Experience on Fear of Death. 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR). Atlanta, GA[†].

Hwang, A. H.-C., (March 2020). Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger. 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR). Atlanta, GA[†].

2019 Pandita, S., Hwang, A. H.-C., Khojasteh, N., Lee, S., Resnick, H., Rives, H., Yee, J., Zhu, J. (October 2019). Hands-on Workshop in Immersive Technology for Beginners. Presentation presented at the Immersive Media in Medicine Symposium, New York, NY.

Hwang, A. H.-C. (May 2019) Interactive Data Visualization Influences Subsequent Narrative Persuasion: The Interaction Effect between Body Mass Index (BMI) and Interactivity on Transportation and Intentions to Prevent Obesity. The 69th Annual International Communication Association Conference. Washington, D.C.

Hwang, A. H.-C. (May 2019). How Interactive Storytelling Persuades: Comparing the Effects of User Engagement and Transportation. The 69th Annual International Communication Association Conference. Washington, D.C.

Hwang, A. H.-C. (February 2019). When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention. 2019 American Marketing Association (AMA) Academic Conference. Austin, TX.

Hwang, A. H.-C. (January 2019). Moderating Effect of Price Consciousness in Interactive E-Tailing Setting: Differences between Volume Segments. 2019 The 10th International Conference on E-Education, E-Business, E-Management, and E-Learning. Tokyo, Japan.

Hwang, A. H.-C. (January 2019). The Effect of Interactive Music on High- and Low-Involvement Consumers: An Application of Dual-Process Model of Interactivity Effect. 2019 The 4th International Conference on Marketing, Business and Trade. Tokyo, Japan.

2018 Hwang, A. H.-C. (October 2018). Decomposing the Effect of Interactive Music on User Engagement and Behavioral Intention. 2018 The 3rd International Conference on Communication & Media Studies. Berkeley, CA.

Hwang, A. H.-C. (August 2018). Can Interactive Music Drive Your Online Shopping Cart? An Experimental Study of Consumer Engagement and Behavioral Intention. 2018 American Marketing Association (AMA) Academic Conference. Boston, MA.

PUBLIC TALK

Communication Colloquium, Cornell University

Sep 27, 2021

"IdeaBot: Social Facilitation in Human-Machine Team Creativity"

Communication Colloquium, Cornell University

May 3, 2021

"The Virtual Background behind "Me" vs. "Us": A Cross-Cultural Study of Video-Mediated Communication"

RESEARCH EXPERIENCE

- Present **VIRTUAL EMBODIMENT LAB**
Graduate Research Assistant, Cornell University, Ithaca, NY
PI: Dr. Andrea Stevenson Won
- Publish peer-reviewed conference and journal papers
 - Conduct literature review and design research projects
 - Perform data analysis for quantitative and qualitative studies
 - Lead project teams and mentor undergraduate research assistants
 - Present research outcomes and perform outreach at academic conferences, workshops, and colloquiums
- 2017 - 2019 **CENTER FOR MEDIA ENGAGEMENT**
Graduate Research Assistant, The University of Texas at Austin, Austin, TX
PI: Dr. Jeeyun Oh
- Published peer-reviewed journal and conference papers
 - Presented research projects at academic conferences
 - Constructed stimulus websites and questionnaires for online studies
- 2018 - 2019 **CENTER FOR HEALTH COMMUNICATION**
Graduate Research Assistant, The University of Texas at Austin, Austin, TX
PI: Dr. Jeeyun Oh
- Published peer-reviewed journal and conference paper
 - Performed literature review on interactive interface techniques
 - Conducted data analysis and produced visualization for research projects
- 2018 - 2019 **PROGRAM OF SCIENCE COMMUNICATION**
Graduate Research Assistant, The University of Texas at Austin, Austin, TX
PI: Dr. Anthony Dudo
- Conducted secondary research for a research proposal
 - Performed web mining and large-scale text analysis of open science forums
- 2017 **HP INC.**
I.T. Communication Research Intern, Austin, TX
- Conducted case studies and research on tech communication in enterprises
 - Led in-person interview to collect qualitative data
 - Designed questionnaires and implemented online studies
- 2017 **PANDEMIC LAB**
Social Media Analytics & Research Intern, Boston, MA
- Performed network analysis, executed social listening, and managed real-time data tracking for The Ritz-Carlton Hotel Group social media pages.
 - Conducted secondary research of the tourism industry and composed audience engagement reports.
- 2016 **BBDO**
Marketing Research Intern, Beijing, China
- Designed questionnaires and managed online consumer research (partnered with Nielson Holdings)
 - Conducted data analysis, generated data visualization, and composed market trend reports

SELECTED RESEARCH PROJECTS

- 2020 – Present **TEAMWORK WITH AI-MEDIATED AGENTS**
Investigate how human users collaborate with social agents empowered by artificial intelligence to solve problems creatively and strategically
Role: PI (Dissertation work)
Research protocol: Web + lab-based experiment
Computational methods: natural language processing, machine learning
Programming languages: R, Python, SPSS
- 2020 – Present **ALGORITHMIC CURATION & DIVERSITY OF CREATORS' CONTENT CONSUMPTION**
Audit how algorithmic curation on Bēhance, a social-network-cum-digital-portfolio for creatives, influences users' exploratory experiences
Role: Co-PI of industry collaboration project (with Laura Herman at Adobe, Inc.)
Research protocol: Mixed methods, longitudinal study
Computational methods: machine learning, computational visual analysis, social network analysis, time series analysis
Programming languages: Python, R, JavaScript, HTML
- 2021 – Present **(CO-)CONCEPTUALIZATION OF AI**
Survey how artificial intelligence and social agents are depicted in text and images used in mass and social media through large-scale web mining
Role: Co-PI of student-lead project
Research protocol: Mixed methods, longitudinal study
Computational methods: machine learning, natural language processing, social network analysis, computational visual analysis, web mining
Programming languages: Python, R
- 2020 **VIRTUAL BACKGROUND IN VIDEO-BASED COMMUNICATION**
Examine how virtual background in video conferencing influences decision-making and perception of multinational team players
Role: Co-PI of student-lead project
Research protocol: Large-scale survey + online experiment
Computational methods: computer vision, machine learning
Programming languages: R, Python, SPSS
- 2019 – 2020 **IDEA GENERATION IN VIRTUAL REALITY**
Investigate how embodiment in different avatars influences dyads to perform brainstorming in mixed and virtual reality
Role: Student project leader of faculty PI's project
Research protocol: Lab-based experiment
Computational methods: design & implementation of VR system
Programming languages: R, Unity, SPSS

TEACHING EXPERIENCE

- 2021 **LECTURER**
Department of Communication, Cornell University
Course taught:
• Oral Communication (Summer, 2021)
Responsibilities:
• Design syllabus, course content, and learning outcomes
• Independently teach all lectures and lab content
• Grade students' assignments and in-class performance
- 2020 - 2021 **GUEST LECTURE**
Department of Communication, Cornell University
Courses taught:
• Communication in the Virtual World (Spring, 2021)
• Visual Communication (Spring, 2020)
Responsibilities:
• Designed and delivered course content on selected topics
- 2020 **GRADUATE INSTRUCTOR**
Department of Communication, Cornell University
Course taught:
• Oral Communication (Fall, 2020)
Responsibilities:
• Independently taught weekly sessions and led in-class discussions
• Graded students' assignments and in-class performance
- 2019 - 2020 **GRADUATE TEACHING ASSISTANT**
Department of Communication, Cornell University
Courses taught:
• Communication in the Virtual World (Fall, 2019; Spring, 2020)
• Visual Communication (Spring, 2020)
• Media Communication (Fall, 2019)
Responsibilities:
• Graded students' assignments and facilitated in-class discussions
- 2019 - 2020 **GRADUATE TEACHING ASSISTANT**
Stan Richards School of Advertising and Public Relations, The University of Texas at Austin
Courses taught:
• Integrated Brand Communication (Spring, 2018; Fall, 2017)
• Advertising Practicum (Spring, 2017)
Responsibilities:
• Designed exams and problem set questions
• Graded students' assignments and exams

INDUSTRY EXPERIENCE

Data Analyst Hero Digital, Austin, TX Conducted large-scale consumer data (>1TB) to provide data-driven business solutions and consulting services for Comcast Business, TD Ameritrade, Frontiers, Heartland Payments, and Honeywell	2018 – 2019
Strategic Initiative & Business Planning Intern HP Inc., Austin, TX Performed business planning for HP Inc.'s acquisition of Samsung's printing services and products division	2017
Data Analytics Intern Hero Digital, Austin, TX Developed interactive data visualization tools and analyzed large-scale consumer data for TD Ameritrade	2017
Marketing Technology Intern Leverate Trading Technology, Central, Hong Kong Performed CRM database management, analyzed large-scale consumer data, and developed B2B marketing programs across the Greater China Area	2015 – 2016
Public Relations Assistant Pékin Fine Arts, Aberdeen, Hong Kong Composed news press, outreaching content, and social media deliveries for artists and creative professionals, organized opening events for exhibitions, and served as bilingual interpreter at exhibitions	2013 – 2014

SERVICES

Communication Graduate Student Association Executive Board Vice President and Student Representative at the Graduate and Professional Student Association (GPSA), Cornell University	2021 – Present
Conference Reviewer The ACM Conference on Human Factors in Computing Systems (CHI) ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW) The Annual International Communication Association Conference (ICA)	2020 – Present 2020 – Present 2020 – Present
Ad Hoc Journal Reviewer Cyberpsychology, Behavior and Social Networking Psychology & Marketing Journal of Leisure Research Journal of Consumer Behavior	2019 – Present 2019 – Present 2021 – Present 2021 – Present
Internship Program Coordinator Stan Richards School of Advertising and Public Relations, University of Texas, Austin	2017 – 2018

PRESS COVERAGE

Business Wire

June 29, 2021

Juji, Inc. Powers Cornell University Study on Human-Machine Team Creativity

[\[link\]](#)

MENTORSHIP

Research Project Leader

2019 – Present

Virtual Embodiment Lab, Cornell University, Ithaca, NY

Responsibilities:

- Instruct research protocols and data analysis methods
- Deliver short courses in statistics for research assistants with no former training
- Lead literature review and reading group discussion
- Advise undergraduate students through graduate school application processes

Undergraduate Research Assistants and Mentees:

- Emily Chin, Information Science (Fall, 2019)
- Shane Labo, Physics (Spring, 2021)
- Seungmin Lee, Information Science (Spring & Summer, 2020)
- Joshua Levine, Information Science (Fall, 2019)
- Oana Mirestean, Computer Science (Spring, Summer & Fall, 2020)
- Hal Rives, Biology (Fall, 2019)
- Yingyi Shu, Information Science (Spring, 2021)
- Yifei Wang, Communication (Summer & Fall, 2020)

SKILLS

Programming: Python, R, SPSS, SQL, MATLAB, HTML, CSS, JavaScript, SAS

Applications: Microsoft Office, Tableau, Adobe Creative Suite, MS Power BI, Final Cut Pro

Languages: Chinese – Native Language, English – Fluent, Korean – Intermediate